



EMPOWERING CREATIVE LEADERS

29-31 JULY 2011



Training Provider :



Programme Partner :



It is said that a great leader is not the one with the most followers, but the one who produces the greatest number of leaders. When you look at the people you've identified as your NEXT generation of leaders, what do you see?

You know they can do the job, but as they step up to take on bigger roles, they move into areas of management which may be unfamiliar to them. They would need to make decisions on matters that don't just involve themselves, but impacts their team and sometimes even the whole organization.

They already know how to consistently put on their best game, but now, they need to hold the context for others to shine.

In other words, they would need a higher degree of self-mastery than ever before.

This is what the NEXT training programme is all about. In this 3-day training, your leaders will attain a greater awareness of how they operate : how they make decisions, what strengths they bring out in a crisis, and how far they live the values they believe in.

This presents an opportunity for them to review and reinvent themselves for the bigger challenges ahead.

Send your Client Service Directors, Senior Account Directors, Creative Directors, Creative Group Heads, Finance and Admin Seniors, and they'll come back more aware, more courageous, and more grounded as leaders.

The NEXT training programme is built around The Samurai Game, a unique experience that takes leaders on an enlightening journey of self-discovery.

In February 2011, a group of agency heads and industry seniors went through The Samurai Game. 94% of them rated the programme 8 out of 10 or higher. 78% believed it would be beneficial for their senior staff and key people.

This led to the creation of NEXT. Now, your NEXT generation of leaders can experience this intense challenge of self-mastery too.



There are only 43 certified facilitators for The Samurai Game® around the world. Malaysia's first and only facilitator is Shaikh Shahnaz Karim of 95%.

“ The Samurai Game is a unique leadership experience based on integrity, and establishing personal principles .It gives you a very special perspective on making both personal and professional decisions which will have an impact on your life. It is deep, and continues to influence you long after you’ve left the game.”

Tony Savarimuthu,
CEO of McCann Worldgroup and
President of 4As Malaysia.

“To see, hear and feel with my whole being. Sometimes a simple realisation can make a world of difference to you as a person.”

Huang Ean Hwa,
Deputy Chairman and
ECD of McCann Erickson

“The Samurai Game created a unique perspective of life and my role in it. The experience is a journey in self-awareness.”

Dean Bramham,
CEO of Publicis Malaysia & Indonesia

“It is an intense program to re-boot your system. Helps you get in touch with yourself and gives a unique perspective to handle situations in life.”

Ranganathan Somanathan,
CEO of Starcom Media Vest Group
& Optimedia, Malaysia
and President of MSA

- To provide a space for leaders to explore and identify limiting beliefs and mindsets that may be holding them back from moving to the next level of leadership
- To expand leadership as a core quality so they can manage and inspire their subordinates while maintaining their own peak performance
- To develop mental stamina and resilience to handle the challenges that comes with added responsibility
- To realize the power and peace of operating from their values
- To self-reflect and achieve clearer sense of self-awareness
- To revive their passion, creativity and appreciation of life
- To provide a space for sharing with industry leaders who have made it to the top

25th July 2011 Part 1 : Pre-Training Foundation

Time : 8pm - 10.30pm (Registration starts from 7.30pm)

Venue : 95% The Advertising Academy, Wisma Dicklin,
80A, Jalan Bangsar, 59200, Kuala Lumpur

An opportunity for participants to get clear about what they would like to achieve in the training, set their goals, and get to know other participants.

29th July 2011 Day 1 : The Power of Me

Time : 9am - 10pm

Venue : Nilai Springs Resort

In the first day, participants will be guided to realize their strengths, reframe limiting mindsets and reignite passion.

Module 1 : Ownership, Responsibility & Leadership

The programme starts off with an exploration of each individual's mindset, attitude and beliefs about being a team leader, and all the responsibilities and expectations that come with the position. Participants will go through several experiential exercises that allow them to review their own strengths as leaders and how they impact the people around them. They will understand the power of taking ownership of all results in their lives, and know that they can consciously do so.

Module 2 : Playing Win-Win

Participants will realize the importance of playing win-win in all their interactions with other people.

Module 3 : Liberating creative self-expression

Participants will experience freeing up their authentic selves and communicating with their whole body, mind and spirit.

30th July 2011 Day 2 : The Samurai Game

Time : 9am - 10pm

Venue : Nilai Springs Resort

The Samurai Game® invites each participant to cross a psychological boundary and step into the unfamiliar world of being a medieval Samurai. Players form two teams (armies) and will face each other in a series of individual, one-on-one contests. Every match is symbolic, and while involving no significant physical contact, demands much in the way of commitment, focus, centeredness, personal integrity, and team support; all of which are qualities and characteristics of good leadership.

It is intense. Tough decisions must be made quickly. The ever-changing environment simulates the intensity of actual combat. The Game models very well the forces of radical change. How will the individual respond: With warrior-like resourcefulness? To what degree?

Unlike a training that builds skills, The Samurai Game takes leaders on a journey of internal self-awareness and mastery. The realisations gained are profound yet very private. Although it is conducted in a group, no one knows what anyone else is going through.

The outcome is different for each individual as everyone would be at a different level of self-awareness. The Samurai Game is almost like a 'Test of Character' where external skills and behaviours are peeled away to discover the core essence of one's self. The outcome is an understanding of The Bushido Code and how it will bring fulfillment in life as well as business.

31st July 2011 Day 3 : Debrief & Ad Forum

Time : 9am - 4pm

Venue : Nilai Springs Resort

On the morning of the third day, the leaders will go through a debrief of The Samurai Game where they have an opportunity to reflect and learn, and develop their own style of leadership.

After lunch, a panel of industry seniors will join the programme for a Q&A sharing session in the 'Ad Forum'.

Next is designed and delivered by 95% The Advertising Academy based on a brief by the 4As.

Day 1**Janet Lee**

Director & Trainer, 95% The Advertising Academy

During her 20 years in advertising, as a Copywriter and Executive Creative Director, Janet won over 80 advertising awards and was blessed to have had her every dream fulfilled.

She was a founding member of Spider Network, a local agency that rose to international fame when they became the first Malaysians to bring home the major international awards: The One Show and New York Art Directors Club.

In 2000, Janet's passion for people moved her to design and deliver experiential training programmes. She spent three years conducting leadership trainings for the Young Achievers' Club, where she worked with a group of high achievers, coaching them to maintain straight As while leading a balanced life that included creating intimacy with family members and leading community projects.

By this time, Janet realised that she had an uncanny ability to see and bring out the gifts in each individual. Her new goal was to develop herself as a Trainer, and she drove herself with the same passion and commitment that led to her unprecedented achievements in advertising. In 2004, she became a Certified Trainer for the Character Building Module of Malaysia's National Service Programme, and was appointed as a Trainer of Trainers.

Janet's strong background in both advertising and training puts her in a unique position to provide relevant and impactful trainings for the advertising industry.

As Director and Trainer of 95% The Advertising Academy, Janet's results speak for themselves : the top Kancil Student Award winners for the past four years were students of 95%.

Working closely with the Association of Accredited Advertising Agents (4As), 95% has created several revolutionary training programmes, including Shine, Shine Leaders, Fuel, Ad Unplugged and Hydrogen. Janet's goal in setting up 95% is to empower others to also have the joy of celebrating the fulfillment of their dreams.

Day 2 & 3
Shaikh Shahnaz Karim

Director & Trainer, 95% The Advertising Academy

Shahnaz is the Programme Director as well as a Trainer at 95% specialising in Personal Growth, Communication & Interpersonal Skills trainings.

He started his career in IT before getting involved in training. Following his active involvement in teenage camps and experiential corporate trainings, including a stint as Motivational Trainer for the Cyberfolks Training Camp, Shahnaz's passion to empower people led to his full time involvement in the pioneering of the Character Building module of Malaysia's Program Latihan Khidmat Negara.

He recruited and managed 120 facilitators for the Training of 1,250 Trainers throughout Malaysia, which he coordinated and trained. During the inaugural training in 2004, Shahnaz was Head of Quality Control in University Malaysia, one of the largest training centres, supervising over 100 trainers and 5,000 trainees.

As Programme Director of 95%, Shahnaz is the trainers' coach and he also heads the corporate training division, which custom-designs training programmes for companies. He has trained in Malaysia as well as Indonesia, for companies like Sushi Kin, Saujana Consolidated Berhad, Resorts World Berhad, Aplaus The Lifestyle, Naga DDB and TBWA-ISC, Kenanga Investment Bank Berhad, INSAN, INTAN and Jabatan Hal Ehwal Wanita.

At present, Shahnaz is Malaysia's first and only certified trainer for The Samurai Game®. He is also the Lead Trainer for Brand Internalization, and co-trainer for the Branding Mastery Series commissioned by the Multimedia Development Corporation together with Peter Gan, from Peter Gan & Associates.

HRDF CLAIMABLE

If you are registered with HRDF, you have already set the money aside. This training is fully HRDF claimable, under the SBL-Khas scheme. If your company wishes to apply under this scheme, you just need to submit the Skim SBL-KHAS form.

To register for **NEXT**, please complete this form and fax it back to:
95% The Advertising Academy at 03-2287 8095.

- **Training Fee Per Person: RM2100 for 4As and MAA members.
: RM2500 for non-members.**
- **Seats are limited to 35 participants only.**

We would like to advise all companies that SBL claims are the sole responsibility of the respective HRDC-registered companies. You may use the Training Content, Trainers' Profile, Training Fees and Dates provided in this package for your SBL Khas or SBL Application. Please note that your application must be submitted before the training commences.

SBL SBL Khas Not Claiming HRDF
4A's Member MAA Member Non-Member

Company Details	Participant's Details (please photocopy for extra participants)
Company : _____ Address : _____ _____	Name : _____ Position : _____ Email : _____ H/P : _____ Gender : _____ IC No : _____
Authorised Signature : _____ Name : _____ H/P : _____ Email : _____ Tel : _____ Fax : _____	Name : _____ Position : _____ Email : _____ H/P : _____ Gender : _____ IC No : _____ Name : _____ Position : _____ Email : _____ H/P : _____ Gender : _____ IC No : _____

If you are claiming under SBL, please make all cheques payable to **Association of Accredited Advertising Agents**.
If you are claiming under SBL Khas, no payment is required. To enquire, please contact 95% The Advertising Academy.

95% The Advertising Academy

Tel: 03-2287 7095 / 6095 (Jonathan) Fax: 03-2287 8095
E-mail: jon@95percent.com.my

Terms and conditions:

*No refund for cancellations made within 10 working days of training.

*Participants will be confirmed upon the completion of a health questionnaire that will be given out during the Pre-Training Foundation.

*In the best interest of the participant, they are to attend all parts of the 3-day Residential Training.